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for All the People
All the Time

Torrance Herald

and LOMITA NEWS

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Torrance Herald
and Lomita News

SIXTEENTH YEAR—No. 20

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5c PER COPY

OIL BOOM ASSURED IN LOCAL FIELD

NEWSMELTING FIRM ERECTS FACTORY HERE

Will Reclaim Lead, Zinc, and
Copper from Cuttings of
Local Industries.

Another new industry has chosen Torrance for its home. This week the Pacific Smelting, Inc., Ltd., took out a building permit for the erection of a plant at 2219 Western avenue, where they have purchased an acre of industrial land.

The new plant is located almost directly back of the D. & M. Machine Works and will reclaim metals from cuttings purchased from local steel mills and fabricating industries. Reclaimed lead, zinc, copper, and other metals will be among the products of the Pacific Smelters, Inc. A building 40 ft. by 80 ft. will be erected immediately, costing approximately \$3500. It is estimated that ten men will be employed.

The land was purchased from Raymond H. Elmquist through the offices of the Torrance Investment Company, Sidney Willis French and F. P. Lannon, both of Los Angeles are the organizers and owners of the new plant.

Parkway Plan To Be Hashed Over Monday

Palos Verdes Officials To Be
Guests Of Torrance Chamber
of Commerce And
Hear Compromise Plan.

Directors of the Palos Verdes Chamber of Commerce have been invited to meet with the Citizens' Committee and directors of the Torrance Chamber of Commerce Monday evening at Earl's Cafe, when the report of the committee on the Hollywood-Palos Verdes Parkway will be formally presented to the Palos Verdes interests.

The complete report as printed in last week's Torrance Herald and Lomita News recommends a 125-foot parkway instead of the 225-foot parkway as originally planned and sponsored by the O'Melveny and Palos Verdes Estates interests. The cost of the narrower parkway is estimated not to exceed \$1,465,500 or less than half the \$3,000,000 estimated cost of the completed 225-foot parkway. About five miles of the parkway is within the city limits of Torrance.

The Palos Verdes interests are reported to be unalterably opposed to narrowing the parkway to the 125-foot width, and Torrance people are equally strenuous in their opposition to the 225-foot parkway. The meeting Monday evening has been planned to afford a frank discussion of the views held by people in the two communities.

Rabbi Magnin Lecture Tonight

"The Drift of Civilization" will be the topic of the lecture to be given by Rabbi Edgar F. Magnin tonight at the Torrance Women's Clubhouse. This is the final number in the Women's Club lecture course and to many it is considered the best of the series. Rabbi Magnin is an acknowledged leader in educational, spiritual, and sociological circles on the Pacific Coast.

BILL BARBER SAYS
AN AUTO FENDER
NEVER SEEMS TO
LEARN FROM
EXPERIENCE



EDITORIAL

What Does the Foreign Trade Council Mean To Torrance?—Poor Dumb Redondo—Torrance Is Nine Years Old This Week.

By GROVER C. WHYTE

Of tremendous importance to Torrance and its industrial development, is the Seventeenth National Foreign Trade Council convention, when the tycoons of big business and industry of the nation will gather at the Los Angeles Biltmore hotel, May 21, 22, and 23.

Plans for expanding foreign trade will be discussed and decisions will be made which may mean the substantial expansion of one or more of the major industries in Torrance in order to supply the increased trade with the Orient, the Far East, and Latin America.

James A. Farrell, president of the United States Steel Corporation, will preside as chairman of the convention and practically every important industry in the United States, Canada, and Cuba will send executives to this important meeting to engage in an exchange of ideas for increasing our prosperity through greater foreign trade.

If you recall, at the time the United States Steel Corporation took over the Columbia plants in Torrance and other Pacific Coast points, executives of the corporation stated in their formal announcement of the Columbia purchase that the Pacific Coast mills had been bought in order to "prepare for the future growth of both domestic and FOREIGN service from Coast plants. It is economically logical that the corporation should establish itself in the Far West," said the U. S. Steel executives.

Big business moves slowly. The Columbia plants were purchased last February. The Foreign Trade Council meets next week. Whatever plans are made for capturing the industrial and mercantile business in Japan, China, and South America, are sure to mean better times for Torrance. But we must learn to be patient, and remember that anything that is worthwhile is worth waiting for.

Besides President Farrell of the United States Steel, Torrance will be represented at the convention by R. R. Smith and W. Rufus Page, delegates from the Torrance Chamber of Commerce.

Poor Dumb Redondo

Redondo lost another annexation election last Friday, when the folks at Clifton Heights voted 63 to 23 against joining the beach city. A few months ago the residents of El Nido refused to join Redondo by an overwhelming vote, and it was estimated that the El Nido election cost Redondo \$66 per vote. Will our sister city on the beach ever learn that annexations are awarded on merit, not bought by publicity and high pressure salesmen?

The efforts of Redondo's \$250 per month paid promoter are futile compared with the low taxes and good government of Torrance. Neighboring communities to Torrance seek annexation to this city because it is beneficial to them to do so. Torrance welcomes new territory within its confines, but it does not "high pressure" it, because we know that unless neighboring communities feel that it is to their advantage to join us, they will be a "problem" on our hands after they annex.

Nine Years Old

Monday was the ninth birthday of Torrance. It was incorporated as a sixth class city on May 12, 1921. Since then it has multiplied its population over seven times, from 1011 to 7235; increased its area nearly four times, from 3.9 square miles to 14.75 square miles; and increased its assessed valuation over six times, from \$3,833,850 to \$23,070,370.

There has never been a petition for recalling any public officer ever circulated in Torrance, which speaks well for the type of men who have given their time to civic work. The tax rate has decreased from \$1.22 per \$100 assessed valuation in 1921 to 53 cents in the "old city" and 49 cents in the annexed territory for the current year. This is the second lowest city tax rate in California, and includes a ten cents per \$100 assessed valuation for parks and advertising purposes. Honesty and constructive economy in public office, harmony among civic organizations, and fair play among all its citizens with due regard for the rights and privileges of others are some of the reasons for the growth of Torrance. We may well feel proud of ourselves on our ninth civic birthday.

Warning To Public

It has come to my attention that solicitations are being made by canvassers of a Los Angeles newspaper on the plea that milk will be given to poor families with new subscriptions to the newspaper.

Whatever the scheme may be, and it is obviously a clever commercial stunt, the Torrance Relief Society knows nothing of it; as all worthy indigent cases in Torrance and vicinity are being properly cared for by members of this society from funds raised during the recent community chest drive.

The Torrance Relief Society will appreciate anyone reporting cases of families in need. Telephones 95-W or 72-J.

MRS. ISABEL HENDERSON,
President.

Note: Mrs. Iola Young wishes the Torrance Herald to deny the erroneous reports that she is making such solicitations, as she knows nothing of the scheme and has solicited no one.

THE EDITOR.

Modernistic Structure To House Newberry Store Here Will Be Completed By July 1, 1930



Pictured above is the architect's drawing of the ornate modernistic store building now being erected at the corner of El Prado and Sartori avenue in Torrance, by the National Commercial Properties, Ltd., and to be occupied by the J. J. Newberry Company and other retail organizations.

Last Thursday the big steam shovel began its task of excavating for the magnificent structure and it has been the center of attraction for a large number of spectators ever since. Plans call for the completion of the entire building by July 1, but it is expected that the L-shaped store room leased by the J. J. Newberry Company, chain department store, will be ready for partial occupancy prior to that time.

Walter E. Erkes of the firm of Krempel & Erkes, architects and engineers, stated that the building will strike a new note in beauty of architectural design in Torrance.

(Continued on Page 5)

"THE CORONATION"



STRAW HAT DAY IN TORRANCE—MAY 15

Low Rates Made of Ralph Meeting at Catalina Isle

Exceptionally low rates to Catalina Island have been offered by the Wilmington Transportation Company for the June meeting of the Harbor District Chambers of Commerce, June 11 and 12. It was announced by Carl J. Hyde, secretary this week.

Rates include the round trip boat trip, lodging at Island Villa Saturday night, and banquet at the Saint Catherine Hotel Saturday evening, at the bargain price of \$8.50 for single persons and \$10.00 for double accommodations.

Updated interest is attached to the June meeting at Catalina as Mayor James Ralph, Jr., of San Francisco and a candidate for governor, will be the principal speaker. The American Legion State Convention is also to be held the same week end at Catalina Island, and early reservations are advised by Secretary Hyde as accommodations will be taxed to capacity he predicts.

Members of the Harbor District Chambers of Commerce heard District Attorney Buron Fitts at the Torrance meeting in March and Governor Young at the April meeting in Watts. They are now urged to hear the third aspirant for the gubernatorial crown at the June meeting at Avalon.

Redondo Fails In Annexation Of Clifton Hts.

Redondo and her high priced annexation expert have failed again in their scheme to annex territory to the beach city. Last Friday residents of Clifton Heights voted against annexation to Redondo Beach by a vote of 95 to 23. A total of 84 out of 99 registered voters cast their ballots.

Some weeks ago, voters of El Nido overwhelmingly defeated a plan fostered by Redondo to annex this district.

DEEP SANDS IN LOCAL FIELD PROVING OUT

One Well In and Two Others
Being Rushed To Lower
Levels

The Torrance-Lomita oil field is yielding a second producing sand. This fact has been established by the Superior Oil Company which has a well ready to bring in near the Lomita-Torrance boundary line, it was learned definitely from authentic sources this week.

Drilling equipment for at least two other deep-test wells is being made ready and part of the deep-well equipment is already on the locations for further piercing of the productive second sands, which are reliably reported to be at approximately the 6600 ft. level. Leasing throughout the entire Torrance-Lomita field has become active, but is being carried on very quietly.

The Torrance-Lomita field will be the next big development in Southern California oil production. The prediction now being made with assurance by those close to the situation, and another oil boom is freely boasted for Torrance and Lomita in the very near future.

Steel Man Returns from L. A. Hospital

L. E. Stanley, 1962 Carson street, has returned from a Los Angeles hospital where he underwent an operation on his heel. Mr. Stanley was injured recently while at work at the Columbia Steel plant. His foot was crushed. Stanley was formerly employed by the city of Torrance as motorcycle police.

**Torrance
7235**

CENSUS IN 1920
1011

Percentage Gain
715%

As announced by the Torrance Herald in a bulletin last Friday, preliminary official census figures for Torrance were given by Field Assistant Census Supervisor, Thomas Jennings, at 7235, which is a 715 percent gain over the accurate Chamber of Commerce enumeration in 1920.

It was learned this week from the census bureau office, that additional returns are coming in from Torrance residents and the final population figure will no doubt be considerably greater than the preliminary report of 7235.

No compilation has been made yet for Lomita.